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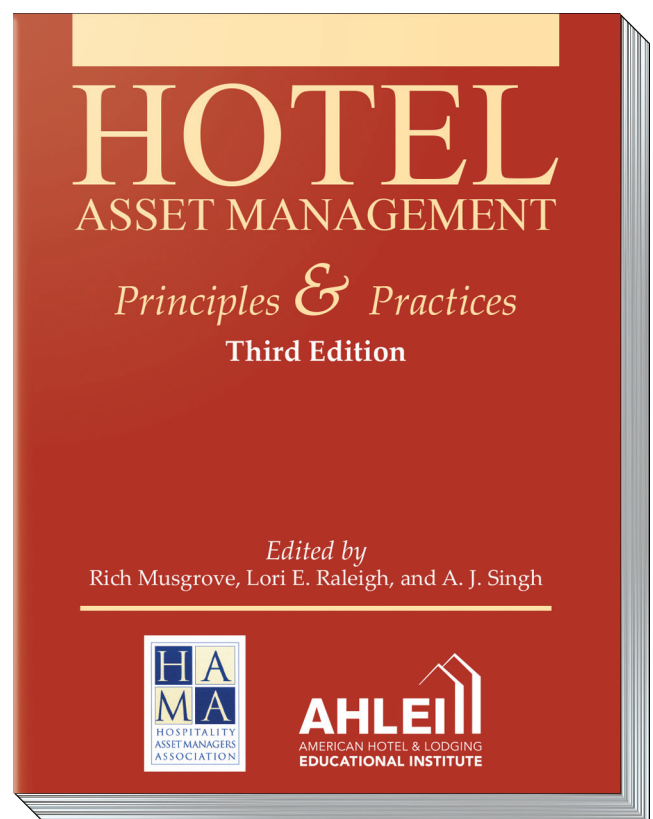
Hotel Asset Management: Principles & Practices

Third Edition

Here is a compilation of the latest thinking on topics relevant to asset management in the hospitality industry—all in one book! Twenty-one informative articles represent the collaborative work of 36 industry professionals—all experts in their areas. The book is divided into four sections that address: foundations and processes of asset management, real estate and the physical asset, contracts and legal aspects of asset management, and planning and executing the hotel investment.

Chapter topics include:

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- Evaluating Franchise and Chain Affiliation Programs
- Managing Technology from the Hotel Owners Perspective
- Key Legal Issues: the Battle for Control
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